

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Greg Chapman
FROM: Bettina T. Pettersen *BTP*
SUBJECT: Cambridge Bowling Sampling

DATE: September 05, 1989

Attached is the list of 214 bowling centers (assigned by section) that have agreed to participate in the Cambridge Bowling sampling program which begins September 25-October 19th.

As mentioned in the Cambridge Bowling elements memo, Sections must send samplers' POS depot address/wholesaler address (for states requiring tax stamping only) to NY office no later than September 11th. This will allow enough time for sample 20's and sampler kits to be shipped to POS Depots/Wholesalers before sampling begins on September 25th.

While sampling is encouraged in each of the 214 bowling centers, Section Directors may eliminate from their sampling activities those centers in secondary geographies where sampling coverage is difficult. Sections should provide HQ Sales with a listing of all centers where sampling will not take place so that they may be contacted.

Please call me at X2883 with any questions.

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